

Social media as a part of the digital capital in Russian nonprofit organizations

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Digital competence is a new form of capital

Digital capital is the accumulation of digital skills and digital technology.

As with the other capitals, its continual transmission and accumulation tend to preserve social and economic inequalities.

See: Ragnedda M. (2018) Conceptualizing digital capital. *Telematics and Informatics*, 35(8): 2366–2375.

Three functions of social media



Information

News, facts, reports relevant to the stakeholders



Community

Dialogue, recognition, and acknowledgement

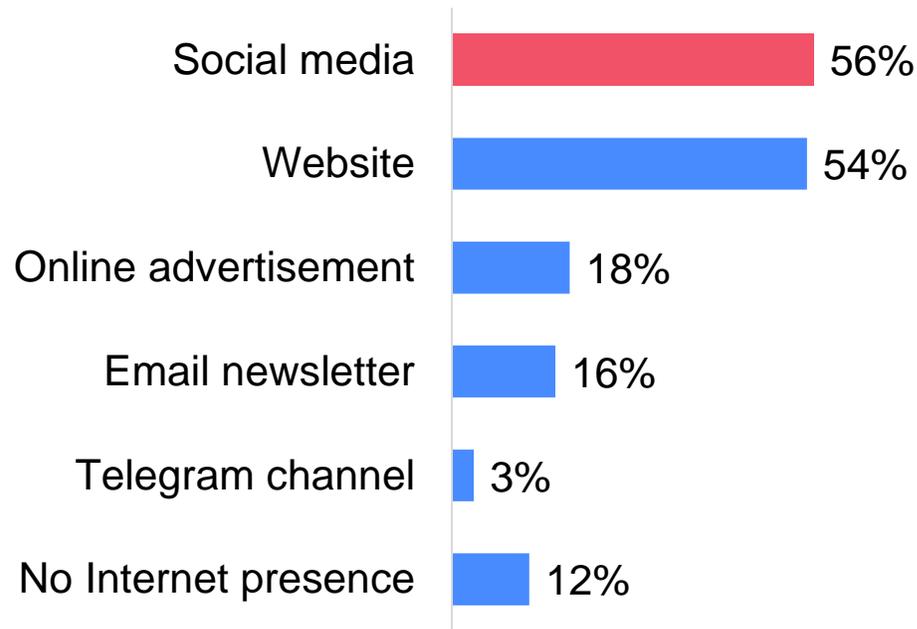


Action

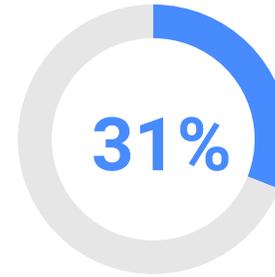
Mobilization to attend events, make donations, and become activists

See: Lovejoy K., Saxton G.D. (2012) Information, Community, and Action: How Nonprofit Organizations Use Social Media. *Journal of Computer Mediated Communications*, 17(3): 337–353.

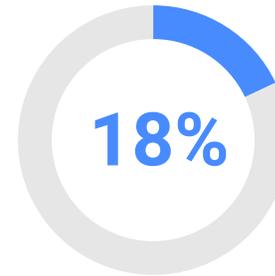
Digital presence of Russian nonprofits



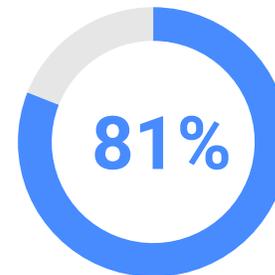
Source: all-Russian representative survey of 850 NGO leaders conducted by the Center for Studies of Civil Society and the Nonprofit Sector in 2021



consider social media to be an effective fundraising tool during the pandemic



use social media for fundraising purposes



of users increased their social media activities during the pandemic

Which NGOs are more likely to use social media?

	$\exp(\beta)$
Socially oriented	1.9**
Accountability	
1–3 channels	1.7**
4 and more channels	3.0**
Openness	
1-4 channels	2.4***
5 and more channels	3.8***
Problems with access to the mass media	1.9*
Government funding	1.6*
More than 10 employees	2.1***

$\exp(\beta)$ shows the change in the odds of using social media, e.g.: NGO that have more than 10 employees are 2.1 times, or 110% more likely to use social media compared to smaller organizations.

No effect

- × charity
- × private donations
- × revenue diversification

*** $p < 0,001$; ** $p < 0,01$; * $p < 0,05$.

Conclusion: which NGOs are more likely to use social media

There is no obvious connection with the need to attract additional funding, while lack of resources might be a problem.

Large organization

Socially oriented

Open and
transparent

High accountability

Lacks access to the
traditional media

Relies on
government funding

Thank you
for your
attention!